



Department  
for Education

# **Guidance on writing and submitting your teacher training recruitment event**

**September 2018**

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## Overview

The Get into Teaching events [page](#) averages nearly 30,000 views per month, giving a unique opportunity to promote and raise the profile of your initial teacher training programme events and courses directly to potential applicants.

Whether it be a taster day, recruitment fair or application workshop, by submitting your events with us you will be significantly increasing the chances of aspiring teachers seeing them advertised.

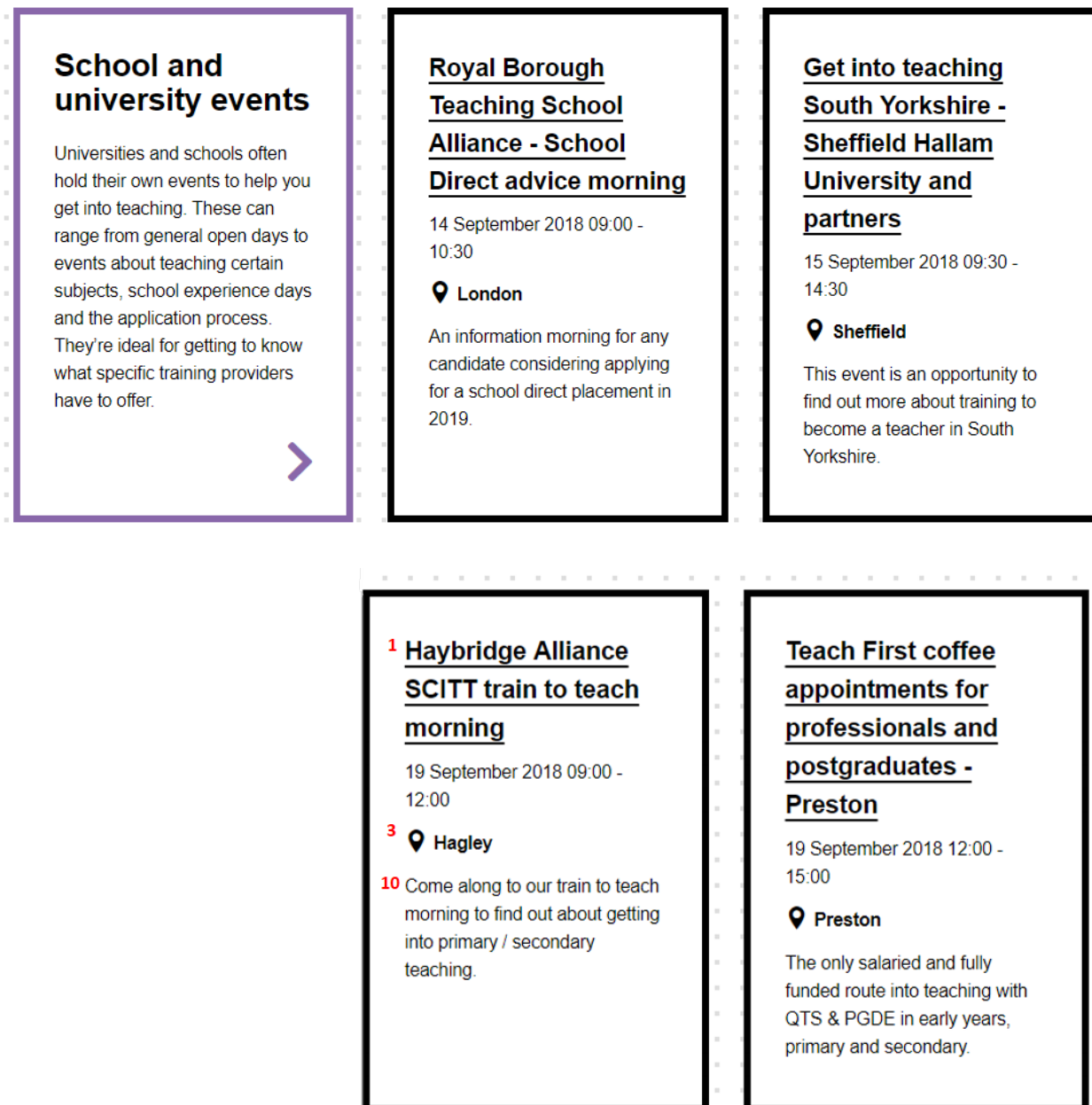
The form necessary to submit your events can be found [here](#).

This guide contains tips on how to ensure your event effectively reaches your target audience. It outlines where your submitted information appears online, along with guidelines on best practise for each piece of information.

During peak recruitment times, our inbox can receive in excess of 150 provider events a week. We aim to vet, manually input and publish each listing within 10 days of receiving them; however, in busier periods this timescale can become inflated. By submitting your events to us a few months in advance you will be ensuring they are advertised for the optimum period of time possible.

## Thumbnail

The details you provide will populate a single, distinctive page on our website. This page can be found through our search functionality, or via a collection of thumbnails in a list of other events, organised by date (as shown below).



The thumbnails are a snapshot of what, when and where your event is. It could be the first time a potential visitor sees your event advertised.

It's essential that the information provided to appear here is succinct and appealing, so that the viewer doesn't scroll past but instead is engaged, opening your event page to find out more.

Further guidance which corresponds to the numbered picture is found in the key from page 6 onwards.

# Form

Below is the event details form. Online you will find it is split into 4 sections; event details, registration process, venue details & organiser contact details. It has been numbered to show where the information submitted appears on both the thumbnail (page 3) and the main event page (page 5). The key to this can be found from page 6 onwards.

## Event details

**1** Event title

**2** Target audience

**3** Summary of your event

**4** Information about your event

**5** Event start time and date

Event end time and date

**6** Event website address

## Registration process

**7** How would you like users to register to the event?

- by email  
 via a website

## Venue details

**8** Venue name

**9** Building and street

**10** Town or city

Region

Postcode

**11** Contact email

**12** Venue website

**13** School/University name

\*Please note, the form consists of 4 sections. The 4th section is where you fill in your own details, should we need to contact you. **13** is the only part from this section which appears on the created event.

## Main page

Below is a snapshot of how your submitted event will appear to potential attendees on its own unique page.

# <sup>1</sup> Liverpool Hope University open day

<sup>5</sup> 29 September 2018 at 09:00 to 29 September 2018 at 16:00 in <sup>10</sup> Liverpool at the <sup>8</sup> Liverpool Hope University

## <sup>4</sup> Event info:

This will also be an opportunity for prospective postgraduate students to come along and find out further information about the range of PGCE/Postgraduate taught programmes available.

Information available at our open day includes:

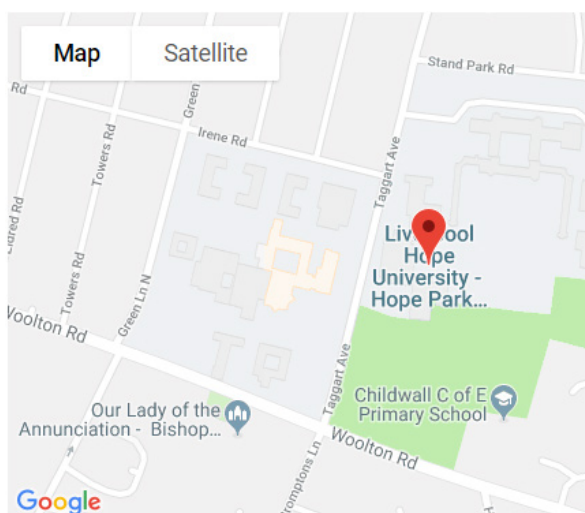
- talks on PGCE primary, PGCE secondary, School Direct and PGDE
- opportunities to talk to academics on a one to one basis
- information on how to apply, entry requirements, fees and funding
- information about research opportunities at Liverpool Hope University

To attend this event, please <sup>7</sup> [register on our website.](#)

## Venue information:

<sup>9</sup> Liverpool Hope University, Hope Park, Liverpool, L16 9JD

<sup>12</sup> [Visit venue website](#)



## Additional information:

### <sup>2</sup> Target audience:

Graduates, careers changers, prospective teachers and tutors

### <sup>13</sup> Organiser:

Liverpool Hope University

### <sup>6</sup> Event website:

[Visit event website](#)

### <sup>11</sup> Contact email:

[enquiry@hope.ac.uk](mailto:enquiry@hope.ac.uk)

# Key and guidance

## 1 Event title

- Include your provider/organisation name, theme and event type. EG: Department for Education School Direct open day / SCITT information evening / teaching routes coffee meeting / teacher training recruitment fair.
- It is unnecessary to include the venue location in the title as it appears separately and clearly on the thumbnail and main page.
- When possible, avoid acronyms that are not nationally recognisable (SCITT, PGCE etc. are fine). Use your full organisation name rather than the acronym to be clear who you are and avoid being overlooked.

## 2 Target audience

- Who would you like to attend, are you targeting undergraduates, recent graduates or career changers?
- Be specific if necessary to ensure that only the candidates your event is tailored for show interest.

## 3 Summary of your event

- This section only appears on the thumbnail and has a 100-character limit.
- Try not to repeat what is already in the title to make the most of the space.
- Include the main points of interest of the event and what sets it apart, to stand out and draw the potential attendees attention. E.g. A fantastic opportunity to find out about life as a teacher in an Outstanding school. You will have a tour of the school and the opportunity to meet and speak to current and previous course members.

## 4 Information about your event

- This section has a 1500-character limit, making up the bulk of the listing.
- Welcome your potential attendees, introduce yourselves, your course and your vision. Outline details of the event being promoted.
- Break information up into paragraphs or sections to make it straightforward and interesting to read.
- If applicable, highlight your prestigious course or award winning school, include stats and figures on course completion and employment success rates. Make it clear why your course should be considered.

## Key and guidance continued

- If your event has a schedule or a list of topics that will be covered, include this in a compendious bullet point format to break up the text. This could include presentations from staff, finance advice (student loans, bursaries, scholarships etc.) personal statement help, classroom observation etc.
- Highlight if refreshments are available.
- Avoid repeating points already covered in other sections of the form, such as dates and location.

### 5 Event time & date

- Please note, presently each day of an event must be submitted on the form individually, so the end date must be the same as the start date, it cannot stretch over multiple days.
- Consider adding 15 minutes at the start of the event, ensuring attendees arrive before the proceedings begin.

### 6 Event website

- The website for the actual event, whether it be an information or registration page.
- Don't have a specific website for your event? Feel free to use your provider home page.

### 7 Registration process

- Choose whether you would like registrations to an email or via a website (Eventbrite is a free online tool that allows you to promote and manage your event, including attendee registration). Alternatively, you can ask attendees to email you if they are planning to attend.
- Your selection here will determine the final line of the main text body, where we add in either "to attend this event, please register on our website" or "to attend this event, please email us."
- Registration unnecessary? No problem, just outline this in section 4.

### 8 Venue name

- The name of the place where the event is being held, whether it be a coffee shop, school or a University.
- More specifics can be added as a line in the address (e.g. Education Building Room 1).



## Key and guidance continued

### 9 Address

- This consists of the first line, second line, region and postcode for the venue address.
- Try to make the visitors journey as clear and easy as possible; if the event is in a building on campus or a specific floor/room, include this on a line of the address here. E.g. Venue name: Department for Education, Address: Education Building Room 1, Education Street, ED1 1FE, Town: London.

### 10 Town

- Think about the scope, would it be beneficial to list as the small area the venue is in (e.g. Chelsea) or widen the appeal by posting as the city it lies within (e.g. London).
- More specifics can be added in section 9.

### 11 Contact email

- Please include an email address you are happy to have potential queries sent to.

### 12 Venue website

- The website for the venue where the event is being hosted.
- If there is not one, feel free to use your provider homepage.

### 13 School / University name

- Please note, this is the only section from the second page of the form that appears on the created event.
- This should be yourself, the organisation that has submitted the event.



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